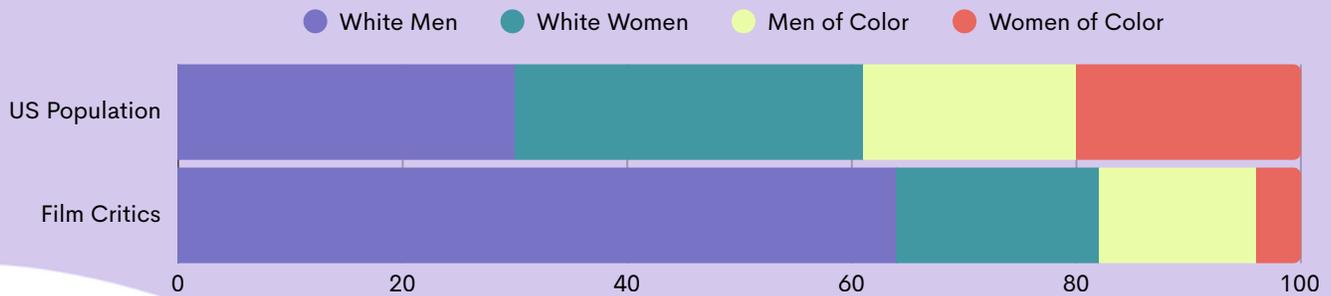


## A Large, Underserved Market

Despite over-indexing as streaming subscribers and box office ticket buyers, the Millennial and Gen-Z Latina consumer isn't finding media coverage made by and for her. And she's right - currently, Latina, Black, Asian, and Indigenous women *combined* write just 4% of movie reviews despite making up 20% of the population.



## Building Power

Latina Media Co is building Latina and queer Latinx power by platforming our voices. We focus on narrative arts, covering film, TV, books, podcasts, and media, because we're determined to make sure our community is telling - and evaluating - our own stories.

A Rotten-Tomatoes approved publication, member of URL Media, and founding member of the Latino Media Consortium, Latina Media Co is filling the gap left by mainstream media. And we have the track record to prove it:

**150,000**  
Site visitors annually

**3X** Average engagement rate on Instagram

**100** Contributors and counting

## Latina Created and Led: Meet our Team



**Cristina Escobar**  
President, Co-Founder & Editor-in-Chief

A TEDx speaker, board member of the Latino Entertainment Journalist Association, and member of the Critics Choice Association, Cristina Escobar serves as Latina Media Co's editor in chief. Working at the intersection of race, gender, and pop culture, she's a regular contributor to Roger Ebert and NPR's Pop Culture Happy Hour.



**Denise Zubizarreta**  
Engagement and Development Director

A mixed media interdisciplinary artist, journalist, and cultural strategist of Puerto Rican and Cuban descent, Denise Zubizarreta serves as our Director of Engagement and Development. She is currently pursuing a Ph.D. in Applied Social Justice at Dominican University.